

News Release:

March 10, 1947

N.A.B.

After twenty-five years, and at a time when the big networks show a slight defection from active participation in the NAB, KWSC, the public interest station at Pullman, Washington has decided it should join the national association. KWSC is in a position now of needing the NAB and its application for membership has been made. Not that the station needs help - it was one of the few among several hundred once-great non-commercial broadcast stations that weathered the storms of the Twenties and Thirties. It was one of those dozen or so experimental stations back in 1917 which went under the call sign of 3XL. KWSC's official, licensed with own-call-sign, 25th birthday is this year. The station has been the most operated in that quarter century of any non-commercial institution-owned outlet in the nation. Operated by The State College of Washington, its program hours have been 6:45 a.m. to 10:00 p.m., six days a week; it shares time on holidays and Sundays. Its listenable signal extends from British Columbia down through the Inland Empire of Eastern Washington, Northern and Central Idaho, into Northeastern Oregon. This area is one of the world's most rapidly developed; the area used 45,000 refrigerator cars to ship its apples last year - raising more than a third of the commercial apples of North America; it produced 20,000,000 tons of crops and livestock products - the greatest production on record; agricultural production in 1946 reached a dollar value of \$1,600,000,000 - the leading industry; but mineral production nevertheless amounted to more than \$150,000,000; lumber and logging is stabilized; the area has Grand Coulee Dam, of course, but 150 more dams are proposed to develop water power on the Columbia and its tributaries. KWSC is the only station located in Whitman County, the world's wealthiest pea and wheat area. The State College which owns the station has quadrupled its faculty and enrollment in the past 18 months. This year KWSC has renewed or asked for active membership in the AER, EMB, the NAEB, and the NAB because it feels that radio broadcasting is about to meet still greater challenges, some hostile and many progressive, and that brotherhood of all types of broadcast stations is necessary for the advance forward.

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PERSONNEL

Pullman, Wash., March --Diana Bristow, formerly with KARO, Aberdeen, Washington has joined KWSC as Accountant.

Pullman, Wash., March --Gene Roth, KWSC staff announcer, had a big day recently. He paced the floor all night to be rewarded at dawn with a new son, Garry Michael; arrived at the station to learn he had been appointed Music Librarian at the time of purchase of a whole new transcribed music library. That afternoon Roth finished out 24 active hours by taking three mid-year exams at The State College of Washington where he is studying.

Pullman, Wash., March --Georgia Elder, KWSC Station Secretary, is back at work after an appendectomy.

Pullman, Wash., March --~~Frederic Hayward~~ at public interest station KWSC has had little home life since he took over the station management last September. Wife had strep infection of the eyes, then daughter had pneumonia. Now his wife is due for a tonsilectomy and child has measles. Regrets that he didn't rent a hospital room instead of a house.

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PROGRAM

Pullman, Wash., March --Ellen Roberts, formerly with KSAC, Manhattan, Kansas, goes on the air daily at KWSC, giving lively information on practical homemaking derived from her own family and ten youthful years of broadcasting. A new feature is Mrs. Roberts' use of KWSC's magnetic-paper tape recorder which she takes into homes for interviews with her listeners. Ellen neatly scissors and pastes the tape recorder

ribbon with the expertness of a home economist graduate, editing the interviews and homemaking demonstrations for air use in her new and popular show. "Never was a magnetic-paper recorder in such artistic hands," says John Blake, KWSC Production Manager.

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LIBRARY

KWSC, Pullman, Washington subscribes April 1 to the Associated Program Service, adding 4500 selections to its basic music library, preparatory to increasing broadcast hours. The station continues use of NBC-Thesaurus and World libraries.

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F.C.C.

Alvin E. Nelson's application for 1030 kc with 50,000 watts new station at San Francisco has been withdrawn. KWSC, Pullman, Washington public interest station has application before FCC for 1030 kc.

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PICKUPS

KWSC, Pullman, Washington is installing new Fairchild turntables with pairs of Western Electric 9-A and 9-B pickups for transcriptions on each and special record pickups. According to the Station Manager, this set-up will permit the right pick-up to be used for the speed and the groove of whatever disc is played, thereby virtually removing undue wear, and the dynamic noise suppressor that is under tests will eliminate all remaining surface noise.

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PUBLIC INTEREST

Pullman, Wash., March -- During fifteen broadcasting days in the last part of February KWSC was engaged in the following activity: six high school basketball games done remote from two different communities; three college conference-finals basketball games (one from Seattle, 400 miles distant); two collegiate boxing championships with cut-in remotes from training quarters; four special convocations; five morning broadcasts featuring national religious leaders gathered at the State College; the debut of a Radio Workshop experimental production series; regular broadcasts of the KWSC Campus Showcase - a variety musical-comedy; two programs dramatizing and interpreting the G.I.'s college life; thirteen special remote programs on behalf of the local hospital drive (town never had a hospital till now); and its normal amount of regularly scheduled out-of-studio live programs. "KWSC is putting on a barrage of broadcasts important to the town," is the way the Pullman Herald expressed it. Many Washington, Oregon, Idaho village and city papers carried comment.

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PRODUCTION

Fullman, Wash., March -- "The Lamplighters", which was offered last month to regional and local commercial stations has been optioned by KFIO, Spokane, Washington and KIBI, Tacoma, Washington. The program series is the first of KWSC's proposed "developmental productions." "The Lamplighters" is a long-tested KWSC transcribed series featuring 20 mixed voices and string orchestra in music from boogie-woogie to the classics. Unusual angle is that the performers have never been on the air before and suddenly are heard on at least three stations in various parts of the State of Washington. All talent on the series are Washington young people. Frederic Hayward, Station Manager, proposed that the public-interest station, KWSC at Pullman, prepare and train new regional and local talent which proved to have real but unheard ability for radio performance. Other stations are negotiating presently for the series which is designed to aid outlets lacking time and staff to produce such local shows, or help bring new regional performers into radio.

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SERVICE

Pullman, Wash., March 1 -- John Blake, KWSC Production Manager was cited by local newspaper editors and citizens for exceptional help as producer and radio director of the Pullman Hospital Association's drive for a building in that city. Blake was named as one of the leaders in getting the drive over its \$200,000 top.

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COURSES

Pullman, Wash., March 1 -- KWSC has added a course for college students on "Radio Fundamentals." Taught by Chief Engineer George Frese, classes limited to thirty-five qualified students are held at the KWSC transmitter and in the Department of Electrical Engineering buildings at the State College of Washington. Course has been accredited as "E.E.-13" and was established upon recognition of the industry's need for trained combination announcer-engineers; course will lead to examination for first-class phone license.

Pullman, Wash., March 1 -- KWSC has added a course at college undergraduate and graduate level on "Home Economics Broadcasting." Course is conducted by Ellen Roberts, KWSC's new Women's Program Editor, long in radio, who emphasizes the methods of building homemakers' programs and the participation of women in radio broadcasts.

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PERSONNEL

Pullman, Wash., March 1 -- Arthur MacKelvie, KWSC staff announcer, to announcing staff of KHQ, Spokane.

Pullman, Wash., March 1 -- John McCallum, KWSC sportscaster-editor, first individual talent offered (February) to commercial stations, snapped up by The Daily Oregonian, owners of KGW, Portland, Oregon.

Pullman, Wash., March 1 -- Helen Flint, KWSC Special Events Department, has taken a similar position with KEIO, Pocatello, Idaho.

Pullman, Wash., March 1 -- George Mooney, former KWSC announcer and recently sportscasting for the Razorback Network, is now Station Manager of new KWEM, West Memphis, Arkansas.

Pullman, Wash., March 1 -- Dick Weeks, second individual new talent for radio, to be offered to commercial stations next month, is airing "Personal Choice" on KWSC. Weeks has an appealing style of writing and M.C.-ing the show for women. Mail, poetry requests, amusing comments about him, and choices of music are coming in from the area of the Idaho-Oregon-Washington corner. Third individual youthful performer, available in June, was announced recently as Bill Powell. Powell took the lead part in the first KWSC Radio Workshop production, March 3, as "the talking cat who runs for governor." Multi-voiced Powell also has a new show Saturday afternoons on KWSC tagged "The Character's Record Shop." All seven voices on the show are Powells.

A new personality is teamed with Bob Curtis, Associated Oil Corporation's west coast sportscaster, on the "Sports Final" over KWSC, Pullman, Washington. Fellow staff announcers refer to him simply as "Uncle Jim." Jim Rue comes from a long line of sportsmen. His uncle is the famous "Chubby" Rue of the International League. Then there's Jim's dad, Joe Rue, starting his ninth year as umpire for the American League. Fast year Jim schooled at NBC in Hollywood under John Swayze, News and Sports Director of the NBC Western Division.

Eldon Barr, KWSC Program Director, was asked recently how he knew so much about programming what appealed to women, as witness his new back-to-back homemakers' shows every morning. Barr has long been enigmatic concerning sources of his knowledge of what goes with the gals in aprons. Some suspected the Program Director got the inside track from his wife. But Barr let a surprising cat out of the bag when he admitted that his uncanny know-how about such shows was due not to information from his wife, nor even some other homemaking woman specialist, but from one of his best male acquaintances, John Dint. Dint, Barr explained, is the issue of a banker and a Junior Leaguer, but has overcome this handicap by hard work and clean hobbies such as horses. Now Barr even thinks well of him in the radio programming

field. Non-Active Chief Male Advisor On Women's Programs is what Barr calls him, in the language of the flowers. All day, it develops, Dint delivers fearless opinions on women's conversations and interests, and for a long time he couldn't understand why KWSC's Program Director should cower behind the record files or pull a blanket over his head when a woman commentator asked, "What do you think of my program, Mr. Barr?" As Mr. Dink often said, generously, why not give a woman the benefit of a man's good taste and knowledge of daytime programs. Seems to have worked, from the mail and popularity of the morning schedule.

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NEWS

Program Director Eldon Barr, KWSC, Pullman, Washington has had a special news manual prepared for utilization by his news department, now headed by Robert Seaman. Manual outlines policy, emergencies, operation of teletype, editing, and general hints on newswriting. The edition was written by ex-News Editor of KWSC, Bob Swartz.

Pullman, Wash., March 1 -- KWSC will take a different step in news programming about mid-March, according to Program Director Eldon Barr. News bulletins arriving during the night will get a five-minute airing at 7:00 a.m., and again at 8:00 a.m. but with added commentary on them in the second 10-minute slot. At 10:00 a.m. the station will give 15-minutes news of the world from the previous 12 hours since the station's day-before signoff. A 3:00 p.m. daily news broadcast will include items notably for women. Also new will be the 9:00-9:30 p.m. round-up of all evening news from every field, employing six newscasters; and a full hour at 12:00 noon of news bulletins and music designed for regional and local, rural and home audiences.

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"Y" RADIO SERIES

Pullman, Wash., March 1 -- First guest speaker on a new YMCA-sponsored radio program for KWSC was Dr. Wilson Compton, President of the State College of Washington. Other speakers booked for future programs at the 6:50 a.m. daily time include Dr. Elwin H. Scheyer, executive secretary of Pacific Northwest Conference of the Methodist Board of Education; Alfred Butler, expert in the field of physics; William H. Genne, National Student YMCA Secretary of the Pacific Northwest; Lloyd Elian, Extension Rural Sociologist; Dr. Harold V. Jensen, pastor of the First Baptist Church of Seattle; and Dr. John L. Anderson, Dean of the College of Idaho.

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NOTES

Attention of men who are not fathers to the KWSC, Pullman, Washington "Story Lady" program for small children may be attributed to circulation of photographs of the lady herself, Pat Martin. Miss Martin is a gorgeous 18-year-old redhead.

Though the favored team lost, Production Manager John Blake, KWSC, Pullman, Washington was delighted with performance of his sports announcers on broadcasts of University of Minnesota-Washington State College boxing meet at Pullman, and the Washington State College-University of Washington basketball game in Seattle.

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CONCERT

Pullman, Wash., March 1 -- The public interest station KWSC is now presenting two broadcasts daily of topnotch concert and symphonic works on new recordings -- "Masterworks" at 3:30 p.m. and "Concert Hall Hour" at 8:00 p.m. The latter has an unusual production format which pleases the audience. The program opens with the ticking, slow and soft, of a metronome which fades as announcer states simple introduction to the performance. There is no adenoically rapturous description of composer, symphony, artists; audience to which the program-content appeals has been found as knowledgeable of classical music as the Continuity Department. After the major selection, which fills better than a half-hour, there is a repeated statement of the information given at the start and a mention of the recording company which

produced the work. Listeners had been frequently questioning KWSC as to who produced the recordings so they might be added to their home libraries. Announcer then gives station identification and states there will be a brief pause; in that intermission, there is only the ticking of a metronome in the silence of which one is free to think or to talk. At the end of the intermission, the next selection is announced as simply as before, and then played - timing exactly to 8:59:30.

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SAFETY

Fullman, Wash., March -- A letter was directed to Station Manager of KWSC from Dan Thompson, Director of Radio, National Safety Council, Chicago: "The National Safety Council is very pleased to note KWSC's use of 28 special programs (Most in the Pacific Northwest) on safety during the month of January, 1947. This is a report of real public service and I am sure your interest in safety will help prevent accidents in your community. Please accept the thanks of the National Safety Council for your continued interest in accident prevention." The same day, State Governor Mon C. Wallgren of Washington reported to the people that in January 1947 traffic deaths were 40 percent lower than same month in 1946.

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NOTES

"Let's build our hospital to help make this the kind of community we want for our loved ones - the kind of community our pioneer fathers hoped it would be", was the keynote plea of Mrs. Wilson Compton in a radio forum broadcast determining the uppermost need of the city of Fullman, Washington. Mrs. Compton's words were delivered over public interest station KWSC. The subsequent hospital drive for \$200,000 in a town of 5000 people achieved the goal she described.

"Mr. Announcer, Dear Sir: Do you remember my calling you in regard to the boy (Coast Guard)? Well, instead of calling you back as I said, I decided to drop a line. He wrote me he got KWSC station perfectly and enjoyed it very much. He and two other boys are in charge of a light-house and nobody else within quite a distance so of course they get lonely. If you have any spare time would it be asking too much to ask you to drop him a few lines? He would appreciate it so very much as we all would. I will give you his address: Louis W. Brannon, F-1/c, c/o Cape Division L/5, Ketchikan, Alaska.....Sincerely, Mrs. L. B. Willoughby."

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Radio Station WTCN, Minneapolis, Minnesota for the second year will award radio scholarship to likeliest graduate from city's high schools. Scholarship includes a year's radio study in a state university or college.

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